



Telecommunications Market Snapshot: Australia

Key Statistics

Population	21,515,754 (July 2010 est.)
GDP	\$889.6 billion (2010 est.)
Per capita GDP	\$41,300 (2010 est.)
Main lines	9.02 million (2009)
Teledensity	44% (2008)
Mobile subscribers	22.12 million (2008)
Mobile penetration	103% (2008)
Internet users	9.569 million (2010)
Internet penetration	42.4% (2010)
Broadband subscribers	8.766 million (2010)
Spending on telecom equipment and services	\$25,281.0 million (2010)
U.S. equipment exports to market	\$375,396,396 (2010)

Sources: CIA World Factbook, Worldwide Black Book, Australian Bureau of Statistics, and USITC

Market Overview

The mobile market in Australia is mature; however there are still growth opportunities due to increasing demand for 3G services and efforts to provide services to rural populations. As of March 2010, the mobile market was shared by Telstra Mobile with 39.8%, Optus Mobile, owned by Singapore Telecommunications, with 32.2% and Vodafone Hutchison Australia, a recent merger of Vodafone, Hutchison's 3 and Crazy John's, with 28.0%. By the end of 2009, BMI estimates that 62.3% of the Australian mobile customer base used 3G, with Telstra holding about 45% of that market. The demand for 3G services is being driven mostly by demand for mobile data services, which accounted for 36.9% of total mobile service revenues by the end of 2009. Many operators in the mobile market are already developing infrastructure to support technology beyond 3G. Telstra has upgraded its 3.5G Next G mobile network and has begun laying the foundations for 4G wireless services based on LTE technology. Optus launched its 3.5G HSDPA network in late 2006.

As of June 2010, the majority of broadband internet subscriptions were DSL (51.2%), while 34.7% were mobile wireless. Telstra consistently dominates the broadband market with its retail and wholesale units accounting for a combined 64.7% in 2009. Other providers include Optus, Primus, Internode, Pacnet, iiNet, engin, Austar Broadband and AAPT (Telecom New Zealand's Australian subsidiary).

Recently, the Australian government and the country's operators have been working out the terms of the country's National Broadband Network (NBN) project, which aims to deliver a universal set of broadband services to a targeted 93% of the population. The implementation of this project will be overseen by NBN Co, a public-private company. NBN has chosen Nokia Siemens Networks (NSN) to launch high-speed broadband networks for the operator across the country, while Telstra will lease its fixed network to NBN.

Telecom Trade Agreements

WTO

Australia has made commitments covering both basic and value-added telecom services in the World Trade Organization (WTO). For a list of the country's commitments, go to http://www.wto.org/english/tratop_e/serv_e/telecom_e/telecom_commit_exempt_list_e.htm. Australia is also a signatory to the WTO Information Technology Agreement, which completely eliminates duties on a variety of information communications technology products by January 2000.

Leading Service Providers

Hutchinson
<http://three.com.au>

Optus
<http://www.optus.com.au/>

Telstra
<http://www.telstra.com.au/>

Vodafone
<http://www.vodafone.com.au/>

Contacts

Regulatory

Australian Communications and Media Authority (ACMA)
<http://www.acma.gov.au/>

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